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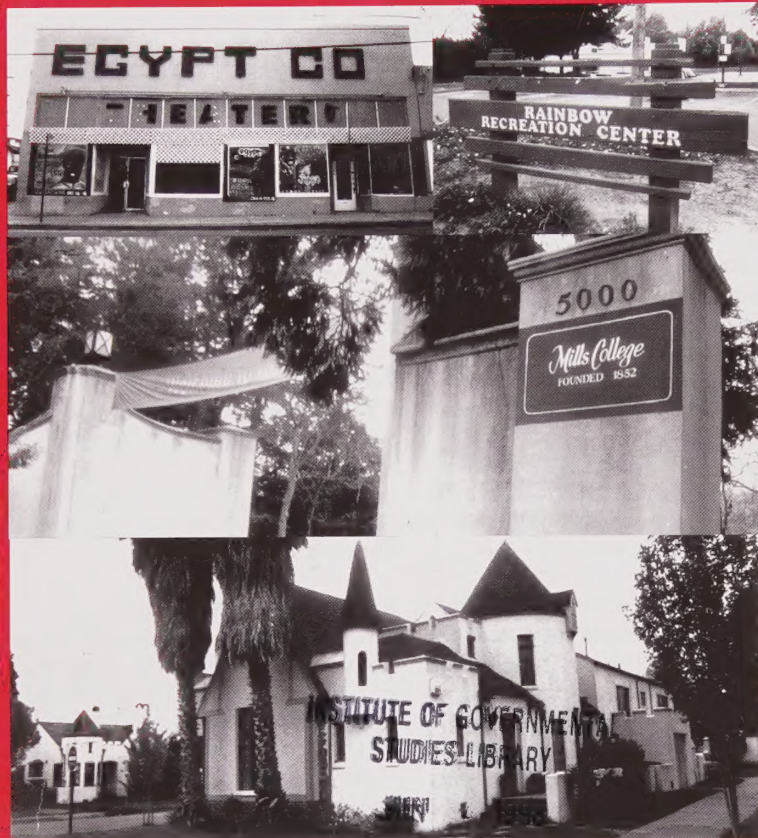
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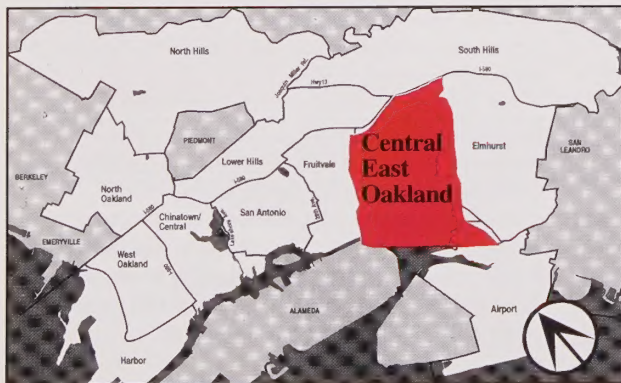
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Central East Oakland

Neighborhood Profiles



UNIVERSITY OF CALIFORNIA



The Neighborhood Profiles are a series of informational brochures which describe the seven Community Development ("CD") Districts, and the Hills in the City of Oakland. The Neighborhood Profiles are designed to serve as a planning tool, a resource document and as an historical reference point for community activists, local leaders, elected officials and the business community.

OCCUR recognizes Oakland's neighborhoods as one of the City's greatest assets. Community based development has played a major role in the ongoing revitalization of Oakland's neighborhoods and should be promoted at every opportunity. It is in the spirit of supporting community based development activities that these profiles were prepared.

City of Diversity: Oakland's Rich Heritage

Located on the edge of the San Francisco Bay with nineteen miles of coastline to the west and rolling hills to the east, Oakland is truly a magnificent city. With a population near 372,000, Oakland is the sixth largest city in California. Today's Oakland, shaped by a long and colorful history, is driven by change and opportunity.

The roots of Oakland are found with its original inhabitants, the Ohlone Indians. As hunters and gatherers they lived amongst the riches of the land and water around them. Their villages spread throughout what is now known as Oakland.

The mid 1700's marked the beginning of Spanish colonization and the demise of the native populations. By the time Oakland was established in 1852, these populations had been severely depleted.

In 1820, the King of Spain gave retiring Presidio soldier Don Luis Maria Peralta some forty-four thousand acres of Ohlone land. The grant extended from the shore of the Bay to the hills that lined the San Leandro Creek, to El Cerrito and included all of the present day Oakland, Piedmont, Berkeley, Emeryville, Alameda, Albany, and parts of San Leandro. In 1842, Peralta divided his ranch between his four sons.

In the early 1840's, the U.S. government began aggressive attempts to buy the California territory from Mexico, but all offers were refused. The Mexican-American War of 1846 resulted in the annexing of California to the United States.

The Gold Rush began in 1848 and brought many settlers in search of riches to the Bay's edge. These newer settlers, representing diverse ethnicities, traditions, and geographic origins, dramatically changed the cultural landscape and economic environment of Oakland. This period marked the birth of modern day "Oakland."

On March 4, 1852, the town of Oakland was incorporated by Horace W. Carpentier, Andrew J. Moon, and Edson Adams, three European Americans from New York. These men assumed that U.S. annexation of California nullified all existing Mexican and Spanish land holds, and began selling Peralta owned land when they arrived. The Peralta family sued and eventually the courts decided in their favor. In the end, however, the majority of the land had been sold and Peralta was forced to sell the remaining plots to cover extensive legal fees.

The Transcontinental Railroad came to Oakland in 1869 and caused industry, commerce and the population to boom. These trains opened the State of California to the rest of the country. The main passenger depot was at 7th and Broadway. Hotels, restaurants, drugstores and other conveniences lined the streets of downtown Oakland welcoming the incoming travelers. Railroad-related employment and business opportunities attracted a flood of newcomers. The construction of the transcontinental railroad brought Chinese immigrants to the Bay Area, a large number of these new immigrants settled in Oakland in what is today the Chinatown area.

This sudden influx of Chinese immigrants was met with tension by some Oakland residents. Beginning in 1882,

Congress passed a series of Chinese Exclusion Acts which legalized discrimination against Chinese immigrants. New Chinese immigrants in Oakland found themselves forced into lower wage earning labor fields. Over time, Chinatown became a self-sufficient community of business and services for the Chinese community, despite state sanctioned racism.

The 1906 San Francisco Earthquake sent many San Francisco residents scrambling to the East Bay. Oakland represented a major center for emergency earthquake relief services.

World War II had a profound impact on the Oakland economy. Starting in the 1940's, local industry shifted from agriculture to shipbuilding. Oakland became the center for shipbuilding on the west coast. Defense related em-

ployment opportunities brought in a large number of migrants from around the country. African-Americans from the south made up a large percentage of the new shipbuilding workforce and predominantly African-American neighborhoods sprung up near the shipbuilding yards.

The number of African-Americans in Oakland increased dramatically during World War II. In 1940, before World War II, African-Americans made up 2.8% of Oakland's population; by 1950 this percentage had grown to 12.4%.

Oakland went through a tremendous adjustment period after World War II. The defense workers were displaced along with the large population of factory workers. The City suffered through many of the same urban problems that hit other cities at that time: chronic unemploy-

Central East Oakland

Henry Fitch, an explorer, was sailing to Marin County when he lost his way and docked in the Oakland Estuary in 1850. Enchanted by the beauty of the land, he decided against continuing his journey to the north. He remained in the area and soon purchased a parcel of land near what is now the Oakland Coliseum. There he created the small rural district of Fitchburge, the new home for many early settlers of East Oakland. Soon after Fitchburge was founded in the 1850's, local cattlemen founded the village of Melrose a short distance to the north. This location was ideal for the cattlemen because of its proximity to the railroad line. Manufacturing operations and factories moved into the area, followed by residents attracted by the employment opportunities and the environment of orchards and flowers. This was the beginning of industrial activity in Central East Oakland.

Mills Seminary was established by Cyrus Taggart Mills in Central East Oakland in 1865. It lent its name to Seminary Avenue before becoming Mills College in 1885. Mr. Mills' interest in horticulture led to the development of the campus into a landscaped, park-like island. Mills College became the largest women's college in the West, and has established a reputation as one of the finest liberal arts colleges in the United States today.

Melrose and Fitchburge were annexed to the city of Oakland in 1909. In 1916 General Motors built a Chevrolet auto plant at 73rd Avenue and MacArthur Boulevard. This factory helped to promote Oakland's reputation as an industrial center. Several other car companies followed Chevrolet into Oakland, attracted by the convenience of the railroads, as well as Oakland's central position in the U.S. Pacific Coast market.

The large influx of factory workers led to rapid home construction in the late 1920's. Between 1920 and 1924 alone, 13,000 new homes were built in Oakland, many of which were built along Havens Court, 55th Avenue, and Seminary Avenue. During the 30's, and 40's, planning began for the Maxwell Park development. By the 1950's, the Maxwell Park development had constructed hundreds of homes in the hilly area surrounding Mills College. This was a model development for innovative urban housing and planning.

Industry continued to flourish through the 1930's, World War II and the 1950's. Soon thereafter, however, business began to change. Plants and factories moved out of Central East Oakland into new locations where the work and production could be done faster and for less expense. By 1963, the Chevrolet Plant at 73rd and MacArthur had become obsolete and in 1965 the plant was demolished and replaced with the Eastmont Mall.

This is a lesser known and fascinating look at the evolution of Central East Oakland. This district has gone through several transformations since the early days of Fitchburge. It is a community that struggles against high unemployment, crime, homelessness and drugs, while being the proud home of Mills College, the Oakland Coliseum complex, a charming row of antique shops, and some of the most beautifully manicured residential blocks in the City of Oakland.

The Central East Oakland Community Development District Board and its Community Development Corporation are pursuing the joint vision of revitalization and new development for both housing and commercial projects.

Today, Central East Oakland is characterized by the strength of its working class politics and activism. This is the community in which the celebrated Community School of the Black Panthers existed in the 1970's. It is the home of Fremont High School, the only high school in the nation with a full service health clinic and Frick Junior High, the host of an array of nationally recognized demonstration projects. It is the community where Midnight Basketball and meaningful public housing safety patrols were initiated. Central East Oakland is a bold combination of citizens, youth centers, employment projects, women's organizations, churches, and men's groups diligently working to find a new direction and maintain a proud community.

ment, racial tensions, and the physical deterioration of once proud neighborhoods.

Increased racial tensions, coupled with the completion of the freeway system during the 1950's, resulted in the dramatic out-migration of Whites from the City of Oakland. Many middle class Whites opted to move to areas less impacted by the migration of working class people of color. During the 1950's 82,000 Whites, one-quarter of the total White population of Oakland, left the city. The social landscape of the Bay Area became racially segregated and more economically stratified than ever before.

In the 1960's Oakland was the stage for some of the country's most dramatic draft riots and civil rights protests prompted by the Vietnam War and the Civil Rights era. No longer the thriving city of years gone by, Oakland began to lose popularity based on race and class prejudice, the rising tides of crime and increasing levels of poverty.

In 1966 the controversial Black Panther Party was born in Oakland. The legendary African-American group began as an armed patrol to insure that African-American citizens of Oakland were treated justly by the police. They were able to instill a much needed level of pride in the African-American community. The Black Panther Party's aggressive agenda for change was seen as a threat to the existing system and within a decade of its conception, it was dismantled by the U.S. government and local police departments.

Oakland elected Lionel J. Wilson, its first non-white mayor, in 1977. Wilson, an African-American, held that office until 1989. At this time, Oakland had the second largest African-American middle class in the U.S. Also in Oakland was a flourishing Asian and Pacific Islander population, and a proud Latino population. Young Whites began moving back to Oakland after a long absence that began in the 1960's and 70's.

In 1989 the Loma Prieta earthquake shook the Bay Area. While much attention was centered on the collapse of the Cypress Freeway, the core of downtown Oakland was also badly damaged. Oakland's resilience was tested by the firestorm of 1991 on the heels of the 1989 earthquake. The firestorm destroyed nearly 4,000 homes in the Oakland and Berkeley hills area.

During the 1990's and into the 21st century, the indomitable spirit of Oakland will continue to be challenged by numerous issues. There is an intensified need to revitalize housing, neighborhood, and commercial strips throughout the City. Current plans for the new Federal and State Buildings, a refurbished City Hall, and the ongoing construction of the Municipal Government Plaza indicate that Oakland will become a center for regional government.

Present day Oakland has been called the most integrated city in America with close residential proximity between ethnic and racial groups throughout the City. This accounts for the City's admirable cultural diversity. One of Oakland's most remarkable qualities continues to be its fierce sense of community with its seven CD Districts, over 500 community based organizations, and a civic pride that runs through the soul of the City.

Public Education in Central East Oakland *The Story of Our Schools*

The Oakland Unified School District, serving over 50,000 students, is the sixth largest district in the state. In the 1993-94 school year, African-American students made up 54% of the Oakland Unified School District student population; Latino and Asian students represented 19% and 18% of the student population, respectively. White students made up 7% of the total student population; the remaining 2% were identified as "Other Race/Ethnicity."

As a large urban school district located in a city with high levels of cultural and ethnic diversity as well as a wide range of income levels, the Oakland Unified School District has been faced with the challenge to provide a quality education to students across the board. The School District is composed of 83 regular and year-round schools, 19 alternative schools/special programs, 37 education centers, 4 exceptional children's centers and 4 adult education centers.

The mission of the Oakland Unified School District, in partnership with parents and the community is: (1) to educate all students in order to help them meet or raise their aspirations, and (2) to help them develop a positive vision of the future and acquire the attitudes, knowledge and skills necessary to become successful contributing citizens to society.

The school district works to meet these goals through the implementation of innovative programs and a state framework-based core curriculum. The state framework-based core curriculum includes grade level outlines and descriptions of the skills, concepts and abilities which students must master in Language Arts, Mathematics, Social Studies and Science. All teachers have participated, and will continue to participate over the next several years in districtwide workshops which help to prepare teachers in the implementation of the new curriculum.

Special district-wide programs include:

- **A Comprehensive Technology Plan** which has placed computer and multimedia labs in almost all schools;
- **12 Career Academies in the 6 comprehensive high schools** which prepare students to enter college and/or begin careers;
- **Whole School Change Models** including Comer Process, Models of Teaching, Accelerated Schools Process

and Coalition of Essential Schools;

- **Bilingual Programs** for students who speak a language other than English at home;
- **Year Round Programs** which utilize the limited number of school sites to educate a growing population of young people;
- **Magnet Schools** emphasizing areas ranging from science and literature to performing arts and high technology;
- **Programs to boost student achievement** such as Reading Recovery, the Algebra Project, Writing Portfolios, Homework Hotline and a Homeless Support Network;
- **A Middle Grades Initiative** to reform all middle (and junior high) schools into vibrant, engaging learning communities for students and staff.



Highlights from Central East Oakland...

The following highlights were chosen from responses to a survey distributed to all schools.

Sherman Elementary School takes the matter of parental involvement very seriously. As part of Basics Plus Program, each parent at the school is interviewed upon enrollment. During the interview, parents sign an agreement to complete ten hours of volunteer time at the school, attend three report card conferences, and attend one PTA meeting and one parent workshop per year.

The Poets in the School program at Frick Junior High places culturally and ethnically diverse instructors in the classroom to encourage creative and artistic expression. Student poetry written in class is compiled in a poetry anthology.

Fremont High School has the only full service health center in any school in the district, and has won national honors for the service it provides. The walls of Fremont's Media Academy are literally covered with awards and accolades.

The following statistics are provided by the Oakland Unified School District in the "School Profiles, School Year 1992-1993." This annual report and more detailed information may be obtained by calling the District Public Information and Publications Office at (510) 836-8582.

Central East Oakland	1992-93 Attendance	% LEP Students	Stability Rate	Attendance Rate	Free/Reduced AFDC%	Retention Lunch	Retention Rate
Burbank (K-6)	305	7	86	91	76	84	5
Burckhalter (K-6)	256	6	85	94	14	39	4
Horace Mann Y.R. (K-6)	592	28	88	91	48	76	2
Lockwood Y.R. (K-6)	742	26	90	89	77	93	3
Maxwell Park (K-6)	412	10	90	93	35	69	2
Sherman (K-6)	344	4	94	93	31	51	1
Frick (7-9)	562	10	78	97	88	62	23
Havenscourt (7-9)	539	35	77	91	70	76	9
East Side Center (9-12)	183	6	82	34	66	68	11
Fremont (10-12)	1,465	40	76	93	79	43	11

Attendance is the total number of students enrolled during the school year. **LEP % Students** represents the percentage of the student body enrolled in the Limited English Program. **Stability Rate** measures the percentage of students that remain in the same school for the entire year. **Attendance Rate** measures the percentage of total student enrollment in attendance during the school year. **AFDC Rate** represents the percentage of the total student enrollment receiving AFDC benefits. **Free/Reduced Lunch** measures the percentage of the total student enrollment receiving free or reduced lunches. **Retention Rate** represents the percentage of the total student enrollment that are held back (not graduated) at the end of the school year.

Community Development Block Grant

The Community Development Block Grant ("CDBG") Program was initiated by the Office of Housing and Urban Development ("HUD") in August of 1974. It is a federal program that is designed to assist local governments in the provision of safe, decent, and sanitary housing, and economic and community development activities. Under this program local governments have the power to autonomously distribute funds according to the greatest local needs. However, HUD strongly recommends three principal beneficiaries of these funds:

- 1) Activities that benefit low and moderate income individuals;
- 2) Activities that address urgent needs in local municipalities; and
- 3) Activities directed toward the elimination of slum and blight.

HUD and the CDBG program have been trimmed back in recent years. By 1997, 3% of CDBG allocated funds have been cut. However, with 6 billion dollars needed in 1998 to renew Section 8 housing contracts, the program is being threatened with cuts up to 35%.

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Following is an inventory of the City activities funded with Community Development Block Grant funds. This inventory provides the total amounts allocated for each project between the years 1975-1987 and 1989-1994. Data for 1988 is not available. Projects that are district specific are listed first, followed by programs administered throughout the city as a whole.

All amounts are derived from the Office of Housing and Neighborhood Development's Annual Grantee Performance reports. Due to the changing reporting and project identification requirements over the history of the CDBG program, all totals should be considered approximate.

Central East Oakland District Projects -- 1975 to 1987

Project	Allocation	Project	Allocation
Housing Programs	\$3,993,792	Human Service Programs	\$287,000
Park Development Programs	\$3,445,000	Commercial and Economic Development	\$2,373,000
Public Works Improvements	\$1,442,600		

Central East Oakland District -- Sample Five Year Allocation Pattern

(period covered 1989 -- 1994)

Project	Allocation	Project	Allocation
Healthy Babies Project	\$56,485	Neighborhood Commercial Revitalization	\$31,137
Project Seed, Inc.	\$100,283	Interface Institute: Project Primer	\$75,000
Oakland Fire Department: Fire Safety & Prevention Education Program	\$21,285	Big Brothers/Big Sisters of East Bay	\$24,480
Concordia Park	\$1,042	Oakland Public Library: Melrose Branch	\$30,875
Career Training Institute	\$13,532	Boys and Girls Club of Oakland	\$20,000
Aids Project of the East Bay: HIV Education Prevention Plan	\$4,736	Creative Educational Consultants, Inc.	\$20,705
Traffic Signals	\$66,308	Project Reconnect	\$13,143
Oakland Senior Center	\$26,997	Bay Area Community Service: Alzheimer's/ Frail Elderly Center	\$10,000
Alameda Contra Costa Lions Central Committee for the Blind: Senior Independent Living Program	\$10,197	Oakland Licensed Day-Care Operators Association: Grandparents Respite Program	\$10,000
Family Violence Law Center	\$12,000	St. Peters Community Adult Care Center	\$59,657
East Oakland Licensed Day-Care Association	\$21,868	Parent/Child Development Centers, Inc.	\$4,150
East Bay Conservation Corps	\$25,000	Cambodian New Generation	\$5,000
		Neighborhood Housing Project	

Allocations -- Central East Oakland

Project	Allocation	Project	Allocation
Office of Parks & Rec.: Rainbow Rec. Center	\$3,600	Project Outreach	\$90,000
Alameda County Community Food Bank	\$10,500	Centro Legal de la Raza	\$60,397
Oakland Potluck	\$3,000	East Oakland Licensed Day-Care Association:	\$6,631
Supporting Future Growth Child Care Service	\$72,242	Earl Jones Dental Assistant Training Program	
Central East Oakland Seminary-Economic	\$13,722	A Safe Place	\$8,430
Housing Corporation		East Oakland Community Project	\$13,315
East Oakland H.O.P.E.	\$63,488	Office of Parks & Rec.: Green Streets	\$18,455
Black Women Organized for Educational	\$14,000	Fremont Pool	\$21,973
Development: Black Women's Resource Center		Arroyo Viejo Recreation Center	\$38,957
Experimental Group Young Peoples Theatre	\$6,500		

City-Wide Projects -- 1997 through 1998

Project	Allocation	Project	Allocation
ADMINISTRATION	\$1,342,670	City of Oakland, Library Services	\$132,034.50
ECONOMIC DEVELOPMENT PROGRAMS	\$2,210,699	Clausen House	\$42,000.00
HOUSING PROGRAMS:		Community and Economic Development Agency	\$51,670.00
Rehabilitation Loan Programs	\$3,000,000	Community Childcare	
Vacant Housing/Housing Development Programs	\$1,022,000	Coordinating Council of Alameda County	\$64,703.00
Self-Help Paint and Free Paint	\$400,000	East Bay Spanish Citizen's Foundation	\$25,000.00
Minor Home Repair	\$425,000	Elder Abuse Prevention	\$28,000.00
Access Improvement Program (AIP) Grants	\$165,000	Elmhurst Food Pantry	\$53,000.00
Housing Counseling	\$170,000	Healthy Babies, Inc.	\$20,749.50
Fair Housing	\$265,000	Jobs for Homeless Consortium HOPE	\$20,949.00
Shared Housing Program	\$44,000	Kennedy Tract Parent-Child Center	\$20,000.00
Reverse Annuity Mortgage Program	\$24,000	Legal Assistance for Seniors	\$93,002.00
Rental Assistance Program (first & last months rent)	\$25,000	Legal Aid Society of Alameda County	\$19,143.00
Homeless Winter Relief	\$250,000	North Oakland Parish	\$25,000.00
NEIGHBORHOOD/PUBLIC SERVICES PROGRAMS		Oakland Potluck	\$9,319.00
A Safe Place	\$19,286.00	Oakland Private Industry Council	\$40,000.00
Alameda County Food Bank	\$137,129.00	Oakland Asian Students Educational Services	\$10,334.00
Alameda/Contra Costa		Office of Parks, Recreation, and Cultural Affairs	\$259,955.00
Lions Central Committee for the Blind	\$6,695.00	Over (60) Health Care Center	25,000.00
Alzheimer's Services of the East Bay	\$84,697.00	Phase III Christian Services	\$80,000.00
Bay Area Community Services	\$85,000.00	Project Re-Connect	\$67,857.00
Bay Area		Project Outreach	\$73,900.00
Black Consortium for Quality Health Care	\$20,000.00	Project-SEED	\$41,336.00
Berkeley Oakland Supportive Services	\$41,000.00	San Antonio	
Boys and Girls Club of Oakland	\$59,620.00	Community Development Corporation	\$155,010.00
Central East Oakland		Spanish Speaking Unity Council	\$25,000.00
Community Development Corporation	\$75,000.00	St. Mary's Center	\$71,000.00
Centro Legal De La Raza	\$5,000.00	Supporting Future Growth	
City of Oakland, Department of Aging	\$103,312.00	Development Center, Inc.	\$25,000.00
		The Highland Foundation	\$50,000.00
		Women's Employment Resources/	
		One-Stop Youth Information Center	\$50,000.00

Homelessness in Oakland

The issue of homelessness has severely plagued Oakland since the late 1970's - early 1980's. Today, Oakland's growing low-income population is comprised of families with children, part-time workers, people from diverse backgrounds, some suffering from severe mental illnesses or substance abuse, victims of domestic violence, as well as people with AIDS. According to a report by Homebase, over 54,000 people in Alameda County had experienced an episode of homelessness by the year 1994. A report by the Alameda County Reinvestment Base Closure Committee estimated that an additional 30,000 individuals were at risk of becoming homeless due to the closing of Oak Knoll and Alameda Naval Air Stations alone. Oakland, with already 52% of Alameda's impoverished citizens, may continue to have one of the largest homeless populations in the Bay Area.

While there is no one cause for homelessness, there are four major factors that have increased the level of homelessness in the City of Oakland:

1. Population growth. Housing development has failed to keep pace with the growth in population. The rate of population growth in Oakland from 1980 to 1990 was just under 10%, while the growth rate for housing development was a mere 3%.

2. Inadequate income & public assistance. Over the last few years there has been a continuous decrease in income support. By 1995, aid to families with dependent children had decreased 10% and GA benefits have been given a ceiling level. Minimum wage, once calculated as the wage necessary to sustain the least expensive subsistence levels, has failed to keep pace with inflation and changes in the economy. In an effort to stay off the streets, 20% of Oakland residents are forced to either double up in homes or live in substandard conditions.

3. Lack of access to necessary support services such as medical care, child care, drug and alcohol recovery programs and mental health services. Since 1980, the severe cuts in social services and welfare spending have hindered the ability of many low-income families and individuals to make ends meet. Many individuals have been forced out of their homes due to a lack of funds after covering something as simple as a doctor's bill or child care.

4. Shortage of affordable housing. The cost of housing in Oakland and the greater Alameda County is among the highest in the United States. Since 1989, the increase in housing prices has outpaced the increase in median household income.

Adding to those currently homeless or at risk to homelessness due to socioeconomic problems, the Loma Prieta Earthquake of 1989 and the Oakland Hills Firestorm of 1991 displaced a large number of Oakland residents. Prior to 1989, Emergency Services Network ("ESN") estimated on any given day that 4,500 individuals were homeless in the City of Oakland. After the earthquake, some 9,000 individuals were left on the streets and over 1,000 units of affordable housing were demolished.

In response to this loss of low-income housing,

ten non-profit housing development corporations in Oakland and Berkeley formed the *Post-Quake Recovery Project* coordinated by East Bay Housing Organizations. Five years later this collaborative has reopened or replaced 900 permanently affordable homes.

In 1991, the Oakland Hills Firestorm displaced 6,000 to 10,000 individuals by destroying over 3,500 building structures. Of these building structures, 96% were residential units.

City administrators, in the 1980's and 1990's, put forth an aggressive campaign designed to eliminate homelessness. Through the City of Oakland's Office of Housing and Neighborhood Development, several affordable housing opportunities and services have been provided to Oakland citizens such as: the restoration of seven previously damaged residential hotels; a First Time Home Buying Program that offers both down payment and mortgage revenue assistance to low-income families and individuals; the addition of 175 new rental units to the housing market and rental assistance programs. However, in 1997, a \$6 billion HUD budget increase will be necessary to renew Section 8 contracts without jeopardizing CDBG funding.

In an effort to adhere to the policies set forth in the Oakland Homeless Plan, the City, through the interdepartmental/agency workgroup, has put in place several programs to benefit the homeless and very low-income population. Since the 1980's, local homeless organizations have experienced a shortage of shelter beds and supportive services for the homeless. In response to this shortage, the City has provided 281 more shelter beds to local homeless organizations and completed the rehabilitation of the Henry Robinson Multi-Service Center which provides homeless services, shelter beds and transitional housing units. The City has also provided funding for programs that provide one time grants or utility payments, rent move-in guarantees, assistance in the event of eviction, and money management assistance. Such programs include, but are not limited to: Eden Council for Hope and Opportunity, Oakland Homeless Families, Travelers Aid Society, East Oakland Switchboard, Sentinel Fair Housing, Berkeley-Oakland Support Services, A Safe Place, the Department of Social Services, and St. Mary's Center.

Although the City, with its Homeless Commission, and ESN have made gallant efforts to address the homeless problem, homelessness has continued to increase at a level outside the direct control of Oakland City Planners, social service agencies and other housing advocates. Many citizens are still at risk to homelessness due to the high cost of living matched with low monthly incomes and the impact of welfare reform. The City must therefore continue its homeless prevention campaign by developing new mitigating measures that involve the provisions of services along the continuum of care for the homeless population. Because homelessness affects all elements of the community, these new efforts must address the community as a whole.



Central East Oakland -- Community Concerns

The community concerns listed below are the result of a survey distributed to members of the Community Development Districts and other community organizations in the district. This summary is not intended to be exhaustive, nor are the concerns listed in any particular order. The purpose of this section is to encourage discussions between residents, service providers, public agencies, and the private sector around the general issues cited below.

Residential

- The Central East Oakland Seminary & Housing Development Corporation should continue to implement housing development in the manner demonstrated by recent development projects by Oakland Community Housing, Inc. ("OCHI") and East Bay Asian Local Development Corp. ("EBALDC").
- Strict rehabilitation and code compliance should be enforced throughout Central East Oakland. Diligent attention to the need to upgrade and enforce city codes within the district would greatly assist in maintaining the generally good quality of the district's housing stock.
- The district's residential communities should closely coordinate with the merchant associations and the neighborhood revitalization planning efforts to fully realize objectives to raise the district's property values.
- The district's numerous active neighborhood associations should come together at the Central East Oakland CD meetings to discuss residential concerns and discuss a collective residential vision for the district.

Youth/Recreation

- The Parks and Recreation Department should expand its services to provide a wider range of health education, literacy and tutorial services for young people at the Rainbow Recreation Center.
- All sectors within Central East Oakland should work together to create additional youth and recreational facilities and services.
- Because young people make up a large percentage of the shoppers at Eastmont Mall, vacant commercial space at this site would be a good location for the establishment of creative support services for youth.

Public Safety

- The police substation at Eastmont Mall should be evaluated for impact on the overall public safety of the area.
- Community policing has been effective in Central East Oakland due to a high level of involvement by residents. These efforts should continue.

Opportunities for Development

- There is a need for improved communication between the Port of Oakland and community residents regarding the future of numerous Port-owned parcels, particularly those on the west side of the Nimitz Freeway. These sites are ideal for off-price retail and discount outlet stores.
- The Coliseum Commerce Center development could provide great benefits to the Central East Oakland district. This project should focus on the generation of jobs for local residents. Redevelopment activity should not displace current residents and businesses.
- Serious consideration should be given to new development opportunities at Eastmont Mall. Efforts currently underway to create a service and community center, supported by retail uses, should be reviewed for necessary financial support.
- The Safeway Building on East 14th which houses the East Oakland Recovery Project could also offer expanded community related services. A community lending center could also potentially be housed in this facility.
- The Oakland/Alameda Coliseum Complex (home to the Oakland A's, the Golden State Warriors and the Oakland Raiders) should explore site mitigation issues and joint development around the Coliseum BART station in conjunction with neighborhood residents.


Assets

- Rainbow Recreation Center
- Eastmont Town Center
- Mills College
- EGYPT Theater
- The Maxwell House Recreation Center
- Eastlake YMCA
- Laurel Shopping District
- Oakland/Alameda Coliseum Complex

Central East Oakland Business Listing

50-100 EMPLOYEES	101-250 EMPLOYEES (con't)
Pacific Bell	Grove Valve & Regulator Co.
Technical Aid Corp.	7 Up Bottling Company
Victor Moulding Company	CA Community Housing Manage
Frederick Davidowitz, DDS	American Protective Service, Inc.
Tower Avionics Center	Oakland International Airport
Abbey Press, Inc.	Dependable Janitorial Service &
Wilsey Foods, Inc.	Supplies
Allied Fire Protection	Pacific Bell Directory
General Electric Company	Brand Services, Inc.
Pacific Aerial Surveys	Oakland Airport Hilton
United Brotherhood C & J-Bay	Oakland Raiders

251+ EMPLOYEES
Burns International Security Service
Xerox Corporation
Union Bank
OOCL (USA), Inc.
National Automotive Corporation
Mills College
United Parcel Service, Inc.
Owens-Brockway Glass
Container, Inc.
Oakland-Alameda County Coliseum, Inc.
Federal Express Corporation
United Airlines



eastmont mall

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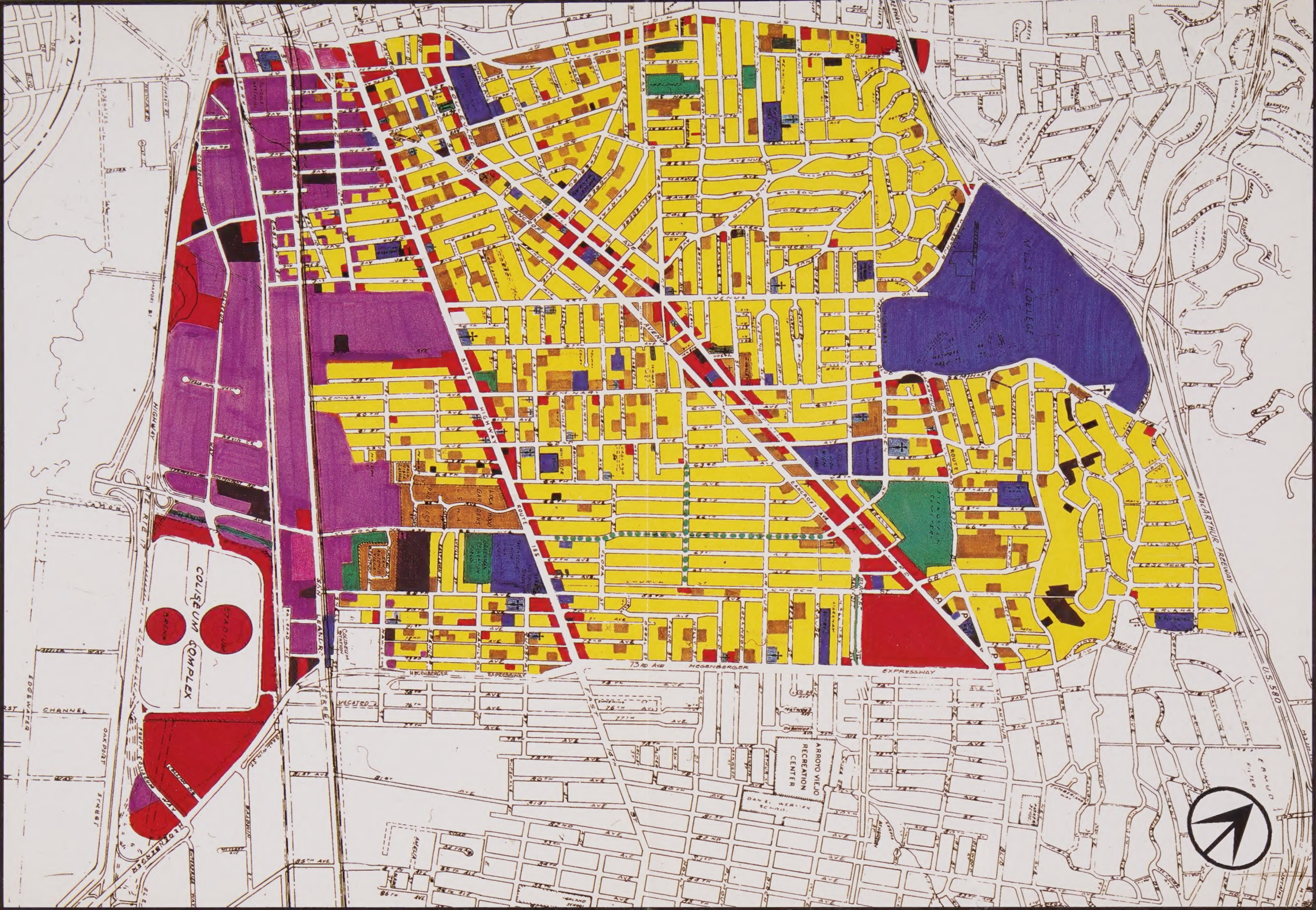
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City Of Oakland Existing Land Use Legend

- Low Density Housing**
Single to four family residential structures
- Medium Density Housing**
Low rise residential structures, four to twenty units
- High Density Housing**
High rise residential structures with at least twenty-five units
- Commercial**
Retail commercial structures, office buildings, hotels, motels, automotive
- Industry**
Industrial establishments, warehouses and storage facilities
- Parks**
Public open space, recreational facilities, golf courses
- Public / Institutional / Civic**
Schools, churches, hospitals, libraries, post offices, police and fire stations, public buildings
- Vacant**
Boarded-up buildings, abandoned store fronts, vacant lots, vacant structures
- Free-Standing Parking**
Parking lots, parking structures

The Land Use Map illustrates the general pattern of existing land use within each district. The Land Use legend explains how each color represents a different land use. Existing land uses in the district were identified through a series of "windshield" surveys. Given the size limitation of the map, only the predominant land uses on each block, identifiable from the public right of way were recorded. When land uses are mixed within a single structure with two or three stories, the land use on the ground floor is identified on the map. When the mixed use structure is four or more stories and all the upper floors are residential, then the structure is recorded as a residential land use.



Community Based Organizations *

Bancroft/ Fairfax Merchants Assoc. 5383 Bancroft Avenue, 94601	East Oakland Concerned Citizen's Organization 1375 - 62nd Avenue, 94621	Burbank Neighborhood Association 3514 - 65th Avenue, 94605
Central East Oakland Merchants Association 5913 East 14th Street, 94621	Fairfax Community Organization 5439 Fairfax Avenue, 94601	Orral Street & 72nd Avenue Home Alert Organization 7142 Orral Street, 94621
Coliseum Commerce Advisory Committee 333 Hegenberger Road, Suite 306, 94621	King Estates Neighborhood Association 8117 Greenly Drive, 94605	City of Oakland Community and Economic Development Agency (CEDA) 1333 Broadway, 4th Floor, 94612
Concerned Citizen's Organization of 50th and 74th Avenue 3914 East 14th Street, 94601	Millsmont Neighborhood Assoc. 6004 Outlook Avenue, 94605	

Community Meeting Facilities *

East Oakland Switchboard 1909 - 73rd Avenue, 94621 510-569-6369	Eastlake YMCA 1612 - 45th Avenue, 94601 510-534-7441	East Oakland Recovery Center 7227 East 14th Street, 94621 510-568-2432
Experimental Group Young People's Theatre (EGYPT) 5306 Foothill Boulevard, 510-436-4877	Rainbow Recreation Center 5800 East 14th Street, 94621 510-615-5751	Mills College Conference Services 5000 MacArthur Boulevard 510-430-2145
Melrose Library 4805 Foothill Boulevard, 94621 510-535-5623	Martin Luther King Jr. Library 6833 East 14th Street 510-238-7346	Eastmont Town Center Community Meeting Room One Eastmont Town Center, 94605 510-632-1131

Historical Landmarks

Melrose Branch Library - 4805 Foothill Blvd

Modern Safeway Store Office and Warehouse Building
5701/5759 E. 14th Street

North Field Metropolitan Oakland International Airport

CD District Board

The Central East Oakland Community Development District Council has a 15 member Board of Directors and meets every third Wednesday of the month at 6:30 p.m. The meetings are held at the Rainbow Recreation Center at East 14th and Seminary Avenue. The District Council is concerned about all neighborhood issues and pays special attention to the areas of affordable housing, child care services, youth employment and monitoring the impending impact of the Coliseum Redevelopment Project.

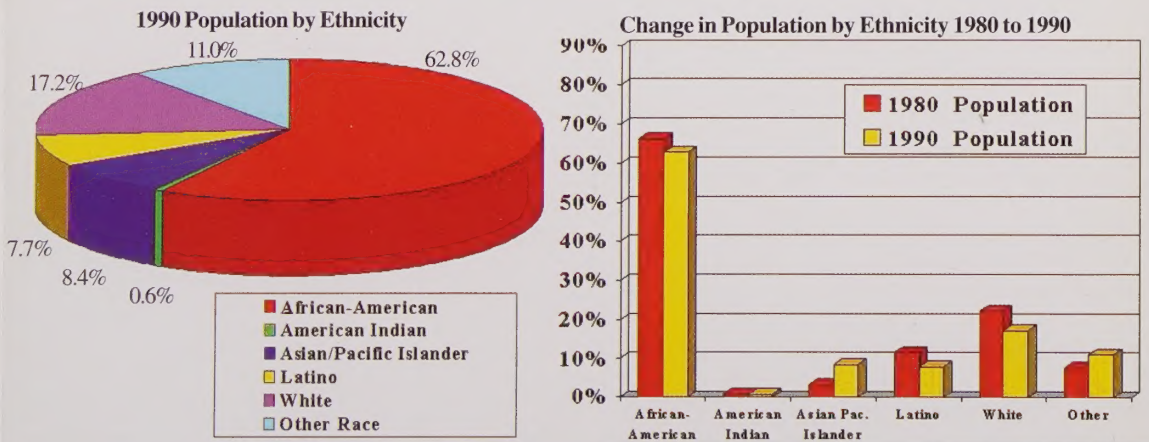
For more information call: 510-238-3716

*Partial Listing of Community Based Organizations and Community Meeting Facilities

Demographic Data

CENTRAL EAST OAKLAND	1990#	1990%	1980#	1980%	% Change
Total Population	43,473	100.0%	39,821	100.0%	9.2%
African-American	27,309	62.8%	26,349	66.2%	3.6%
American Indian, Eskimo, or Aleut	259	0.6%	261	0.7%	-0.8%
Asian or Pacific Islander	3,663	8.4%	1,287	3.2%	184.6%
*Latino	3,352	7.7%	4,582	11.5%	-26.8%
White	7,477	17.2%	8,899	22.3%	-16.0%
Other Race	4,765	11.0%	3,025	7.6%	57.5%

* Latino (Persons of Spanish Origin) is counted twice, in other words, a person can be both African-American and Latino. Therefore Latino should not be counted towards the total for a given year.



Household Type	#	%	Age	#	%	
FAMILY HOUSEHOLD	36,801	85 %	< 5 yrs	4,184	14%	
Householder	10,216	23%	5 - 17 yrs	8,959	30%	
Spouse	5,197	12%	18 - 64 yrs	26,171	88%	
Child	16,734	38%	> 64 yrs	4,159	14%	
Natural Born/Adopted	14,437	33%	Median Age	29		
Step	529	1%	Education Attainment	#	%	
Grandchild	1,768	4%	<9th Grade	3,936	13%	
Other relatives	3,032	7%	9th - 12th Grade	5,967	20%	
Non-relatives	1,622	4%	High School Graduate	7,904	26%	
NON-FAMILY HOUSEHOLD	5,694	13 %	Some College	7,274	24%	
Householder living alone	3,570	8%	Associate Degree	1,750	6%	
Householder not living alone	897	2%	Bachelors Degree	2,490	8%	
Non-relatives	1,227	3%	Graduate Degree	947	3%	
GROUP QUARTERS	978	2 %	Household Income	1990	1990	1980
Institutionalized Persons	266	1%	#	#	%	%
Other persons in group quarters	712	2%	Under \$5,000	1,201	7%	12%
Total	43,473		\$5,000 to \$9,999	1,196	7%	12%
			\$10,000 to \$14,999	1,571	9%	10%
Poverty By Age	% Above	% Below	\$15,000 to \$19,999	1,419	9%	10%
<5 years	6%	3%	\$20,000 to \$24,999	1,299	8%	9%
5 to 17 years	14%	7%	\$25,000 to \$34,999	2,611	16%	16%
18 to 24 years	8%	2%	\$35,000 to \$49,999	2,406	14%	16%
25 to 54 years	36%	8%	\$50,000 and over	2,684	16%	15%
55 to 64 years	6%	1%	1990 Median HH Income	\$26,648		
65 years +	8%	1%	1980 Median HH Income	\$23,332		
Total	79 %	21 %	% Change in Median HH Inc	14 %		

Economic and Housing Data

Occupations	#	%	Employment Status	#	%
Executive, administrative, managerial	1,633	10%	In armed forces	58	0%
Professional specialty	1,609	10%	Employed	16,871	54%
Technicians and related support	592	4%	Unemployed	2,220	7%
Sales	1,457	9%	Not in labor force	11,931	38%
Administrative support	3,717	22%	Housing Units	#	%
Private household service	145	1%	Total # Housing Units	15,673	100%
Protective service	321	2%	Occupied	14,686	94%
All other types of service	2,752	16%	Owner Occupied	7,197	49%
Farming, forestry, fishing	309	2%	Renter Occupied	7,489	51%
Precision production, craft and repair	1,765	10%	Vacant	987	6%
Machine operators, assemblers, and inspectors	938	6%	Housing Value	#	%
Transportation and material moving	811	5%	<15,000	39	1%
Handlers, equipment cleaners, helpers, and laborers	842	5%	\$15k-24,999	57	1%
Rent	#	%	\$25k-34,999	57	1%
<\$100	175	2%	\$35k-44,999	73	1%
\$100 - \$199	793	11%	\$45k-59,999	222	3%
\$200-299	495	7%	\$60k-74,999	515	8%
\$300-399	1,180	16%	\$75k-99,999	1,473	23%
\$400-499	1,717	23%	\$100k-124,999	1,051	16%
\$500-599	1,340	18%	\$125k-149,999	926	14%
\$600-699	785	11%	\$150k-174,999	921	14%
\$700-999	732	10%	\$175k-199,999	587	9%
>\$1,000	74	1%	\$200k-249,999	363	6%
No cash rent	98	1%	\$250k-299,999	86	1%
Total # Units	7,389	100 %	\$300k-399,999	24	0%
Median Rent	\$453		\$400k-499,999	3	0%
			>\$500k	9	0%
			Median Housing Value	\$118,749	

The population in Central East Oakland grew by 3,922 from its count of 39,821 in 1980 to 43,743 in 1990. This represents a growth rate of 10%, roughly equal to the City average. The greatest growth in this district occurred in the Asian/Pacific Islander population which experienced a growth rate of 184.6%. This growth is matched by smaller declines in the Latino population (26.8%) and the White population, (16.0%).

The ethnic diversity of Central East Oakland experienced slight changes during the 1980's. African-Americans continue to make roughly two-thirds of the population. The Latino population has dropped to 7.7% while the White population is now at 17.2%. Although the Asian/Pacific Islander population more than doubled in number, they represent only 8.4% of the total population of Central East Oakland.

The median household income of Central East Oakland in 1980 was \$23,336; in 1990, this figure increased to \$26,648. In comparison, the city-wide median household income in 1990 was \$26,999. The growth rate in median household income during the 1980's for Central East Oakland was 14%; this is less than the city-wide median household income growth rate of 19% during the same period.

At the time of the 1990 Census, approximately 21% of the population of Central East Oakland were living below

the poverty line. The greatest percentage of this district's population living below the poverty line fall in the 6 to 11 years and 25 to 34 year age group.

The population of Central East Oakland is slightly younger and less educated than the average or the City of Oakland. The median age is 29 and over half those 25 years or older have received a high school diploma or higher. Ninety-four percent of the housing units in Central East Oakland are occupied. Of those, 49% are owner occupied; the remaining 51% are renter occupied. Central East Oakland's vacancy rate of 6% is slightly lower than the average vacancy rate of 7% for all Community Development ("CD") districts combined. The owner-occupancy rate in Central East Oakland is higher than the CD district average of 35%.

Housing values in Central East Oakland are lower than the average for all CD districts in the City of Oakland. The median housing value for all CD districts in 1990 was \$123,332. For the Central East Oakland district alone, this figure is \$118,749. Similarly, the median rent in Central East Oakland is slightly lower than average. In 1990, the median rent for all CD districts was \$473; for Central East Oakland, median rent was \$453.

Central East Oakland Community Directory

CHILD CARE SERVICES

BANANAS

5232 Claremont Avenue, Oakland, CA 94609
Child care Referral **510-658-0381**
Child care Positions **510-658-7353** or **658-1409**
Provides information and referrals for parents and child care providers. No fees. Serving all of Oakland.

Kennedy Tract Parent Child Center

3001 Chapman Street, Oakland, CA 94601
All Information **510-262-4993**
Provides quality day-care for children from low-income families. Parents must be working or attending school. Fees vary. Serving all of Oakland.

Oakland Licensed Day-Care Operators Assoc.

5730 Market Street, Oakland, CA 94608
All Information **510-658-2449**
Provides extensive services for child care providers and service referrals for parents looking for child care. Membership fees for providers; fees based on income for day-care. Serving all of Oakland.

EDUCATION AND EMPLOYMENT

Oakland Private Industry Council (PIC)

362 - 22nd Street, Oakland, CA 94612-3006
All Information **510-891-9393**
Provides short term job training for limited-income job seekers. Job search workshops, career counseling. No fees. Serving all of Oakland.

Peralta Community College/Laney College Community Education

900 Fallon Street, Room E203, Oakland, CA 94607
All Information **510-464-3121**
Provides information and referral services regarding adult education programs. Fees vary. Serving all of Oakland.

Bay Area Urban League, Inc.

2201 Broadway, Oakland, CA 94612
All Information **510-271-1846**
Administers and provides programs in education, employment and training. No fees for services. Serving all of Oakland.

Women's Economic Agenda Project (WEAP)

449 - 15th Street, 2nd Floor, Oakland, CA 94612
All Information **510-451-7379**
Provides education and advocacy on economic issues affecting low-income women. Information, referral services and resource bank. Donations requested. Serving all of Oakland.

EMERGENCY AID

East Oakland Switchboard

1909 - 73rd Avenue, Oakland, CA 94621
All Information **510-569-6369**
Information and referral service. Emergency food boxes, emergency shelter vouchers, and free clothing when available. No fees. Serving all of Oakland.

American Red Cross

2111 East 14th Street, Oakland, CA 94606
All Information **510-535-2800**
Provides food, clothing, shelter, health services and medical supplies to victims of disasters. No fees. Serving all of Oakland.

HEALTHCARE

Planned Parenthood

10 Eastmont Mall, #13, Oakland, CA 94605
All Information **510-613-8085**
Family planning clinic providing reproductive health care Sliding scale, Medi-Cal accepted. Serving all of Oakland.

East Oakland Health Center

7515 East 14th Street, at 75th, Oakland, CA 94602
All Information **510-430-9401**
Provides general medicine, obstetrics, gynecology, dentistry and pediatrics. Fees based on income. Serving all of Oakland.

HOUSING AND SHELTER

Oakland Housing Authority

1619 Harrison Street, Oakland, CA 94612
All Information **510-874-1500**
Subsidized rental housing for elderly, physically or developmentally disabled, or low income persons in Oakland. No Fees.

ECHO Housing Assistance Center/ Project Share

1305 Franklin Street, Suite 305, Oakland, CA 94612
All Information **510-836-4826**
A shared housing service which includes referral, education and supportive services. No fees. Serving all of Oakland.

Project Outreach

5717 East 14th Street, Oakland, CA 94621
All Information **510-534-1088**
Provides housing referral and services, food distribution and lunch program for youth. No fees. Serving all of Oakland.

East Oakland Community Project

5725 East 14th Street, Oakland, CA 94621
All Information **510-532-3211**
Homeless shelter, food distribution, Minimal fees. Serving all of Oakland.

LEGAL AID

Legal Aid Society of Alameda County

510 - 16th Street, Oakland, CA 94612
All Information **510-451-9261**
Family law, domestic violence, government benefits, domestic problems. Sliding scale fees. By appointment only.

Sentinel Fair Housing

565 - 16th Street, Suite 410, Oakland, CA 94612
All Information **510-836-2687**
Fair housing program that investigates cases of housing discrimination. Counsels tenants and building owners and their rights and responsibilities. No fees. Serving all of Oakland.

RECOVERY CENTERS

East Oakland Community Recovery Center

7227 East 14th Street Oakland, CA 94621
All Information **510-568-2432**
Community recovery center for those having problems with alcohol, drug, and or multiple addictions. \$5.00 monthly fee. Serving all of Oakland, primarily East Oakland.

SENIOR SERVICES

For all senior related services, please contact the City of Oakland Department on Aging. **510-238-3121**

YOUTH DEVELOPMENT

Eastmont Computing Center (ECC)

#205 Eastmont Town Center, Oakland, CA 94605
All Information **510-382-0555**
Providing free computer and internet access, employment-focused technology training for youth, and as a technology resource for local community organizations, libraries and schools.

East Oakland Youth Development Center (EOYDC)

East Oakland Girls Association (EOGA)
8200 East 14th Street Oakland, CA 94621
EOYDC **510-569-8088**
EOGA **510-568-4826**
Community center providing educational programs and after school tutoring for students. Provides walk-in crisis intervention, career counseling and youth employment. Minimal fees based on income. Serving all of Oakland.

The above is a partial listing and can be used as a resource and referral guide towards more specific needs.

This information is from The Big Blue Book: Directory of Human Services for Alameda County 1994-1995 produced by Eden I&R, Inc. 510-537-2710
For more information or additional copies of the *Neighborhood Profiles* please contact OCCUR 1330 Broadway Suite 1030 Oakland, CA 94612 510-839-2440